



CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

DRAFT MINUTES 10-20-10

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, October 20, 2010.**

Members Present:

E	Mike Henn, Chairman	A	David Hsiang
X	Keith Curry, Mayor	X	John Hyatt
X	Steve Rosansky, Council Member	X	Lloyd Ikerd
X	Robert Hawkins, Planning Commissioner	A	Brion Jeannette
X	Mike McNamara, Vice Chairman	X	Debra Legan
X	Craig Batley	X	Richard Luehrs
X	Seymour Beek	X	Scott Palmer
E	Jeffrey Cole	X	John Robinson
X	Steven Coyne	X	Gregg Schwenk
E	Sheri Drewry	A	Gary Sherwin
E	Jennifer Gonzalez	X	Kim Van Natta
X	Arlene Greer	X	Gay Wassall-Kelly
X	Mark Hoover		

Staff Representatives:

E	Leigh DeSantis, Economic Development Administrator		
X	Katie Bowden, Economic Development Coordinator		
X	Susan Seviante, License Inspector		

Guests Present:

Philip Bettencourt	Norm Bour, OPIS Network
Katie Gardner, OC One-Stop Center	
Bill Kelly	

Roll Call and Introductions:

Vice Chairman McNamara called the meeting to order at 8:05 am and began self-introductions of the assembled members, staff and guests.

UPDATES AND ANNOUNCEMENTS

- Mayor Curry announced that the “big three” rating agencies have assigned the City the highest possible underwriting agency rating of AAA, making Newport Beach the fifth city in California, and the only Orange County city, to receive the AAA rating from all three agencies.
- John Robinson announced the Marine Avenue BID-sponsored Fall Concert from 5 pm to 7 pm on October 28th. The entire 200 block of Marine Avenue will be closed.
- Mayor Curry announced that the City has retained Joel Fick as the Interim Community Development Director. Mr. Fick is a former deputy city manager for the City of Anaheim, and has been hired to help Newport Beach evaluate its planning and building department structures.

PENDING PROJECTS UPDATES

There were none.

DISCUSSION ITEMS

1. Minutes of September 15, 2010.

Vice Chairman McNamara called for comments on the draft minutes. Ms. Greer requested two minor changes in the wording of the EQAC report and then moved approval of the minutes as amended. Mr. Batley seconded the motion. The minutes as amended were approved unanimously, with Mr. Hawkins abstaining from the vote.

2. Presentation by OPIS Network on their “Helping 100 Businesses 100 Days Program” to be offered in January – March 2011

Norm Bour, of the OPIS Network, began with a brief history of OPIS Network, a small business consulting firm that partners with cities and community based organizations through their Technical Assistance Partnership Program (TAPP). Their mission is to empower entrepreneurs at all stages of business development through technical assistance, business counseling, education, resources and training. The “Helping 100 Business for 100 Days” program is uniquely designed to address the knowledge gaps that lead to business failure. The Program is offered in a personalized setting that fosters communication and nurtures relationship building. OPIS reports that their student businesses, using the tools learned from the program, have managed to grow up to 20%.

Economic Development staff was made aware of the “100 Days” program held in two other Orange County cities, earning positive feedback from both business owners and the cities. Staff has proposed hosting the “100 Days” Business Accelerator program in Newport Beach, with a kick-off event tentatively scheduled for January 15, 2011. Among the topics that will be covered in the workshop are the *10 Key Essentials to Competitively Position Your Business Today* and the *7 Top Trends from 2010 to 2020*. The January 15th workshop is the just beginning of the 100 Days program, which consists of 3 additional live classes and 6 telephone seminars. Following the presentation, a business may register to participate in the full program with a \$100 deposit of earnest money, which is returned in full upon completion of the program.

Thus, the program is offered at no cost to the business owner. The City will incur minimal costs for the provision of a meeting space, one mailing advertising the program to Newport Beach businesses, and solicitation of sponsors to cover the cost of a modest breakfast and lunch for attendees of the kick-off event.

OPIS Network does not make a profit from the “100 Days” program. Rather, their profits come from businesses that retain them for additional consulting services. OPIS Network charges a performance fee for subsequent services outside of the “100 Days” program; they are not fee-based.

City staff has identified the “100 Days” program as a cost-effective way to assist local businesses during this economic downturn. Staff will forward an MOU to City Council outlining the agreement between the City and OPIS. Craig Batley made a motion and to recommend that the City Council sign the MOU with OPIS Network. Scott Palmer seconded the motion, and it was unanimously approved. Staff will keep EDC informed of event details as the workshop program develops.

3. EQAC Representative’s Report

Arlene Greer reported that EQAC’s next meeting will take place on November 15, 2010. The City is currently reviewing their recommendation to ban smoking in parks and on trails. Once reviewed, that recommendation will be forwarded to the City Council. Study results for the proposed leaf blower ban have not yet been released. John Hyatt suggested that the smoking ban in parks and on trails be clearly marked with signage. Ms. Greer confirmed that signage was included in the recommendations by EQAC.

ITEMS FOR A FUTURE AGENDA

- General staff overview of “shop local” programs
- Recommendations of Business License Policy Review Committee

PUBLIC COMMENT

- John Hyatt inquired about eminent domain rumors surrounding the Lido Marina Village visioning and land planning effort. Steve Rosansky responded that those rumors were false and that no redevelopment agency would be formed for this effort. Staff was asked to forward any public meeting information on the land planning effort to the Committee.
- Lloyd Ikerd inquired as to the status of the Business License Policy Review Committee. Staff will assist in coordinating a meeting of the Committee.

ADJOURNMENT

Vice Chairman McNamara called for the meeting to be adjourned at 8:55 am.